

Perlinski & Company



listen • plan • execute

FINANCIAL AND BUSINESS SOLUTIONS (FABS)

GSA Federal Supply Services (FSS)

Contract No. GS-23F-0064X

**GENERAL SERVICES ADMINISTRATION (GSA)
Federal Supply Services (FSS)**

Authorized Federal Supply Schedule
Price List and Catalog

Financial and Business Solutions (FABS)

Perlinski & Company
30025 Alicia Parkway, Ste 107
Laguna Niguel, CA 92677
Attn: Isabel Perlinski
Voice: (949) 481-5482
Facsimile: (949) 481-5483
E-Mail: Isabel.perlinski@perlinskico.com
Website: www.perlinskico.com

Contract Number: GS-23F-0064X
Contract Period: April 22, 2011 to April 21, 2016
FSC Group: 520
Business Size: Small Business, Certified 8(a), Woman Owned Business and Disadvantage
Business

CUSTOMER INFORMATION

- 1a. Awarded Special Item Number (SINs)**
SIN 520-12 Budgeting
SIN 520-12 Complementary Financial Management Services
- 1b. Price List**
See Section Rates in this catalog for hourly firmed fixed prices.
- 1c. Description of Labor Categories**
See Section “Perlinski & Company Labor Category Descriptions” in this document.
- 2. Maximum Order**
\$1,000,000.00
- 3. Minimum Order**
\$1,000.00
- 4. Geographic Coverage**
Worldwide
- 5. Points of Production**
Murrieta, California
- 6. Discount from List Prices or Statement of Net Prices**
Prices shown are net prices
- 7. Quantity Discounts**
None
- 8. Prompt Payment Terms**
Net 30 calendar days
- 9a. Government purchase cards are accepted at or below the micro purchase threshold.**
- 9b. Discount of payment by government commercial credit card.**
None
- 10. Foreign Items**
Not Applicable
- 11. Time of Delivery**
Per individual task order
- 11b. Expedited Delivery**
Specific timing determined by the ordering agency

11c. Overnight and 2-day Delivery

At agency expense if requested. Agencies may contact Perlinski & Company for rates for overnight and 2-day delivery.

11d. Urgent Requirements

Specific timing determined by the ordering agency. Agencies may contact Perlinski & Company's contract representative to effect a faster delivery.

12. F.O.B. Point

Destination

13. Ordering Address

Isabel Perlinski
Perlinski & Company
30025 Alicia Parkway, Ste 107
Laguna Niguel, CA 92677

14. Payment Address

Perlinski & Company
Attn: Isabel Perlinski
30025 Alicia Parkway, Ste 107
Laguna Niguel, CA 92677

15. Warranty Provision

Not Applicable

16. Export Packing Charges

Not Applicable

17. Terms & Conditions of Government Purchase Card Acceptance

Perlinski & Company will accept the government credit card for any payment of \$2,500 or less.

18. Terms and Conditions or Rental, Maintenance, and Repair

Not Applicable

19. Terms and Conditions of Installation

Not Applicable

20a. Terms and Conditions of Repair Parts indicating date of Parts Price Lists and Any discounts from List Prices

Not Applicable

20b. Terms and Conditions for Any Other Services

Not Applicable

21. **List of Service and Distribution Points**
Not Applicable
22. **List of Participating Dealers**
Not Applicable
23. **Preventive Maintenance**
Not Applicable
- 24a. **Special Attributes Such as Environmental Attributes**
Not Applicable
- 24b. **EIT Standards can be found at ww.section508.gov/**
25. **Data Universal Number System (DUNS) Number**
022199165
26. **Notification Regarding Registration in Central Contractor Registration (CCR) Database**
Registered, Cage code 3FTX0

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SERVICE OFFERINGS

INTRODUCTION

Actionable knowledge is the life blood of the modern business enterprise. Operations and finance executives that seek to win also seek to develop best-practices-based performance within their team, their suppliers and their markets. Providing insight into what, how and when to change is the key to realizing the organization’s strategic goals.

Traditional Management Consulting firms focus on the basic business components, present in any company or organization, which can be measured, changed and measured again. This is important work and its application is scalable and learnable by junior consultants. But when the change action doesn’t achieve the required positive results, rarely does the traditional firm have the skills and methodologies to diagnose the underlying reasons. In almost all cases, the lack of success can be tied to cultural or behavioral barriers. Some specialty firms have grown up to fill this need for human transformation but they rarely fully understand the original goals and required changes well enough to complete the job.

Perlinski & Company has combined expertise in both behavioral factors and empirical factors to allow knowledge to be truly actionable and measurable, leading to successful change execution and strategic advantage for our clients.

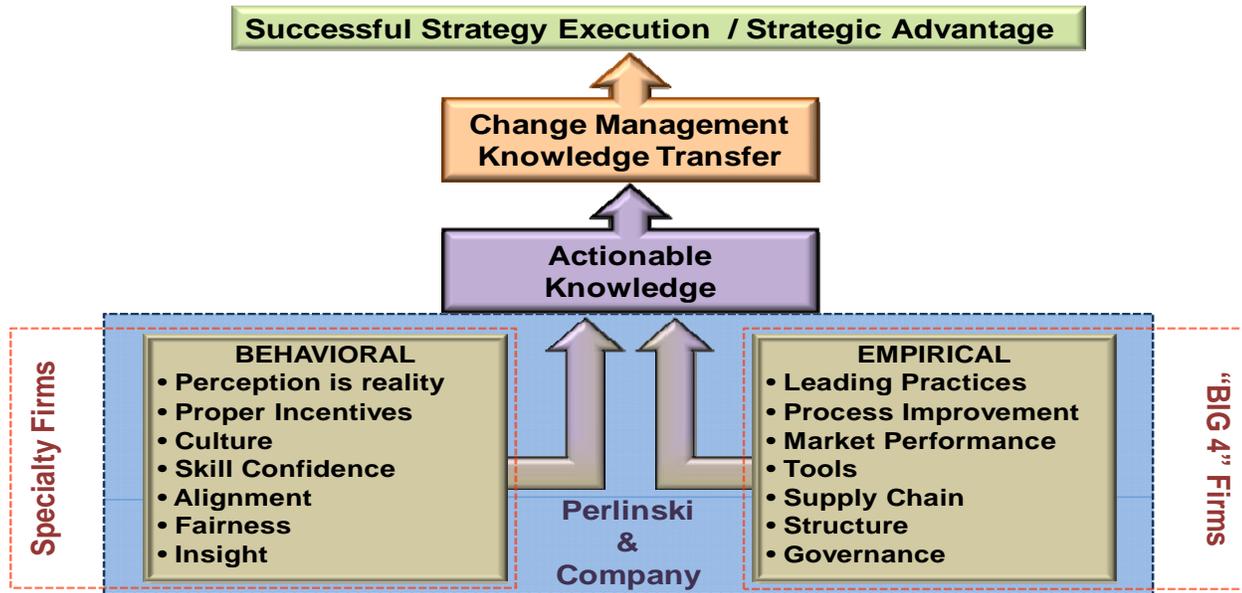


FIGURE 1 DIFFERENTIATION

Perlinski & Company consulting services are categorized in the following areas:

1. Strategy and Governance
2. Operations, Finance, Assessment and Transformation consulting
3. IT Portfolio Management and Business Intelligence

Underlying all of our offerings is our strong Change Management, Lean principles and knowledge transfer. The following table describes in more detail the services offered under these three categories. Services that are specific to the FABS schedule, SINS 520-12 and 520-13 are underlined in the following table.

Perlinski & Company	Strategy & Governance	Operations & Finance	Information Technology
Main Service Offering	<ul style="list-style-type: none"> ✓ Corporate and business unit strategy ✓ <u>Program planning, audits and evaluations</u> ✓ Strategy implementation ✓ Portfolio rationalization ✓ Pricing optimization ✓ Market strategy 	<ul style="list-style-type: none"> ✓ Business Operations Assessment ✓ <u>Operating cost reduction</u> ✓ <u>Working Capital Optimization</u> ✓ Organizational Structuring ✓ Supply chain performance Improvement 	<ul style="list-style-type: none"> ✓ Portfolio Management ✓ Shared services ✓ Strategic business process outsourcing (BPO) ✓ Program / Project management ✓ IT strategy and alignment ✓ <u>IT sourcing and cost reduction</u> ✓ <u>Business Intelligence</u>

	<ul style="list-style-type: none"> ✓ <u>Strategic Financial Planning</u> ✓ Post-Merger integration ✓ Technology strategy and innovation ✓ Collaborative Forecasting ✓ Incentives strategy ✓ Executive Coaching 	<ul style="list-style-type: none"> ✓ Sales & Operations Planning ✓ Supplier relations ✓ Change Management ✓ Customized training ✓ Innovation management ✓ Customer-relationship management ✓ <u>Process and business transformation</u> ✓ <u>Selling, general and administrative expense reduction</u> ✓ <u>Budgeting</u> ✓ <u>Vendor Compliance</u> 	<ul style="list-style-type: none"> ✓ ERP Integration ✓ RFP Definition & Management
Main Focus of Services Offered	<p>The focus of our strategy and governance offerings is</p> <ul style="list-style-type: none"> ✓ To develop a common understanding of the entire organization's goals, ✓ Drive that understanding in a measureable way throughout the organization and its constituents using proper incentives and ✓ Implement right processes that will ensure that the right projects and activities are performed that drive the organization to achieve its goals. 	<p>The focus of our operations and finance offerings is</p> <ul style="list-style-type: none"> ✓ Evaluate and report on the current state of the organization vis-à-vis internal and external leading practices, ✓ Design gap-closing improvements to allow holistic and efficient execution across all functions of the organization ✓ Train, mentor and transfer knowledge to accomplish required changes and improvements within a unified change management plan. 	<p>The focus of our information technology offerings is to work with the IT functions within the organization to</p> <ul style="list-style-type: none"> ✓ Lower the cost of services by restructuring policies, procedures and organization structures ✓ Design lean processes that appropriately and flexibly serve business needs ✓ Source goods and services externally in cost effective, measureable and enforceable ways ✓ Vet, manage and deliver high value strategy positive information processing and reporting capabilities

FIGURE 2 PERLINSKI & COMPANY SERVICE OFFERINGS

1.0 SIN 520-12 Budgeting

Perlinski & Company has experience in providing budgeting and related services that includes but is not limited to:

- Develop detailed budgets and annual operating plans
- Review budgetary controls and allocations
- Assess and recommended improvements on budget formulation
- Provide technical assistance for budget formulation and execution issues
- Assist with the implementation of corrective actions
- Assess and improve the budget execution process
- Conduct special reviews with executives to discuss budget formulation process and execution

Annual Operating Plan Development Services

Our Strategy & Governance focuses on developing a corporate Vision into an Operational reality and being able to clearly elucidate and measure the corporate strategy as it is executed throughout the organization in a closed loop process. Our offerings focus on drawing the "golden thread" of business strategy down into the fabric of the organization in a defined and measurable way such that each employee knows how every activity and project throughout the year directly contributes to the organization reaching its strategic goals.

Successful strategy must consider the progression of the vision and market opportunity to the focus in operationalizing that opportunity into an executable Operations and Financial Plan that serves as a framework for decision making and aligning the organization around this framework as depicted in the figure below.

A significant portion of an organizations strategic plan is the Annual Operating Plan or AOP. This financial plan and pro-forma financial reports provide the organization with tangible financial metrics to evaluate and define performance for the organization. This plan is built from the bottom up and from the top-down reflecting the other aspects and drivers of the organization.

The AOP is designed to help organizations with a comprehensive framework for performance management. This framework enables an organization to:

- Focus an organization on core business operational and financial objectives
- Enables financial managers to allocate resources efficiently to improve the organization’s effectiveness and identify potential conflicts of bottlenecks
- Improves financial management practices to enhance both internal and external reporting and auditability
- Supports a traceable link between performance plans and operations to budgeting and forecasting
- Serves as a consistent communication framework for communicating operational and financial goals throughout the organization
- Creates a culture of transparency and focus on results throughout the organization
- Enhances financial operations to maximize available resources

Perlinski & Company Budgeting services are also provided in a variety of service offerings outside our Strategy & Governance offering and they are described in the table below.

- | | |
|---|--|
| ✓ Working Capital Optimization | ✓ Budget process redesign |
| ✓ Operating Cost Reduction | ✓ Benchmark Analysis and Budget formulation |
| ✓ Budgetary and Financial Analysis | ✓ Budget development, execution and reporting |
| ✓ Controls Assessment and deficiency identification | ✓ Development of budget metrics |
| ✓ Activity Based Costing (ABC) | ✓ Preparation and submission of Multi-Year budgets |
| ✓ IT Portfolio Management, Capital Planning and Investment Controls | ✓ Provide technical assistance with the preparation and execution of budgets |
| ✓ Performance Metrics Development | ✓ Integrated Performance Management, Improvement, and Training |
| ✓ Strategic Resource Planning | ✓ Preparation and Submission of Multi-Year Budget |
| ✓ Business Case/Scenario Development | ✓ Development of Reporting Policies and Data Standards |

2.0 SIN 520-13 Complementary Financial Management Services

Perlinski and Company has experience in providing complementary financial management services as described in this SIN. Specifically, P&C provides the following services under this category:

- ✓ Develop and evaluate Strategic and Operational Financial Plans
- ✓ Assess and improve financial management systems: part of P&C deliverables include advising the client on improved data collection and verification procedures as well as increasing the types and timing of data gathered.
- ✓ Assist with implementation of corrective actions: includes development of data request lists that enumerate the data types and timings sought for the improvement of the financial management systems.
- ✓ Document Systems: P&C documents both as-is as well as to-be financial governance and reporting vis-à-vis leading industry practices.
- ✓ Assess and improve financial reporting and analysis: P&C develops new reporting and analysis to assist the client in better tracking year-over-year costs as well as adjusting profit margins, managing cash, working capital and other financial metrics.
- ✓ Perform cost-benefit or other special financial analysis: As part of this service, P&C performs a total-cost to serve analysis with sub cost-benefit analysis, and other cost benefit studies, including scenario development.

- ✓ Assist in managerial cost accounting: a significant aspect of many projects involve the improvement of cost accounting practices to determine true costs and benefits.
- ✓ Assist in financial policy formulation and development

IN SUMMARY

Perlinski & Company has deep experience in budgeting and complementary financial services. To summarize, P&C has strong capabilities in the following areas:

- ✓ **Strategic Financial and Operational Planning:** We focus on the process of aligning financial and operational plans to the organization's strategy and takes into account key drivers such as the vision and mission of the organization, strategic business drivers and regulatory practices.
- ✓ **Budgeting, Planning, and Forecasting:** We focus on the planning and forecasting process ensuring organizational commitment and improving the organization's capabilities in planning and managing risk via the effective use of budgeting, planning and forecasting.
- ✓ **Working Capital Optimization:** Identifying and freeing latent working capital for re-use as a dividend, project funding source, acquisition source, diversification source, etc. is our specialty. In addition to working capital which focuses performance on process improvement, we have a robust practice in identifying under-performing assets that are part of an organization's portfolio.
- ✓ **Performance Management:** Focuses on improving the consistency, transparency, accuracy, and use of metrics and measures used to track and manage the organization.
- ✓ **Integrated Performance Management:** Provides a structured and controlled approach for translating strategic objectives and risks into operational results through a lens focused on value creation and risk mitigation
- ✓ **Financial Risk Management:** We focus on establishing effective financial and operational strategies and processes to define, measure, assess and mitigate risks.

Perlinski & Company founders, partners and principals are seasoned executives who average 25+ years of financial and operating experience. They have a proven track record of success in a variety of industries. They are strategic thinkers and pragmatic practitioners.

PERLINSKI & COMPANY LABOR CATEGORIES DESCRIPTIONS

Perlinski & Company labor categories (in accordance with GSA definitions) are described in the table below.

Labor Categories	Minimum Experience	Education Level	Responsibility Description	Experience Requirements
Executive Consultant	25 years	MBA or equivalent experience Education may be substituted by 10 Years of experience demonstrating the required proficiency levels in the responsibility description for this labor category	<ul style="list-style-type: none"> > Responsible for client relationship and provides interface at the engagement sponsorship level > Assists clients in establishing strategic partnerships or expanding into new markets > Manages client engagements and is ultimately responsible for the success of the engagement > Leverages knowledge of the organization, operations and culture to advise clients on operations improvement, business reengineering and organizational restructuring > Leverages extensive experience in managing complex, multi-year, mission critical programs and projects > Formulates and reviews, strategic and marketing plans, subcontracting plans; > Determines contract costs > Responsible for contract review and ensures conformity to contract terms and conditions 	<ul style="list-style-type: none"> >Work experience both in consulting and leadership positions with 500 Fortune companies. >Demonstrates broad expertise in Operations, business development, client-relationship management, project and program management, business development, organizational structure, strategic partnerships international expertise, intellectual capital development, finance and strategy. >Superior communication skills both oral and written. >Leverages expertise in project management and quality assurance processes and practical business judgment. > Experience with contract terms and conditions and general legal and regulatory requirements.

<p>Sr. Management Consultant</p>	<p>20 years</p>	<p>MBA or equivalent experience Education may be substituted by 10 Years of experience demonstrating the required proficiency levels in the responsibility description for this labor category</p>	<ul style="list-style-type: none"> > Leverages knowledge of the organization, operations and culture to advise clients on operations improvement, business reengineering and organizational restructuring > Leverages extensive experience in managing complex, multi-year, mission critical programs and projects > Monitors and manages all aspects of a project or program, including project team, budgets and deliverables as per client requirements. > Manages and leads surveys, interviews and facilitations with the client as required by the project scope and deliverables > Develops and implements methodologies and best practices customized to client requirements and culture 	<ul style="list-style-type: none"> >Expertise in project management and quality assurance techniques/methodologies and tools >Has extensive professional knowledge of industry, markets, and technology. >Demonstrates extensive expertise in consulting and in leadership roles > Outstanding problem solving skills > Demonstrates superior communication skills.
<p>Sr. Subject Matter Expert</p>	<p>20 years</p>	<p>MBA or equivalent experience Education may be substituted by 10 Years of experience demonstrating the required proficiency levels in the responsibility description for this labor category</p>	<ul style="list-style-type: none"> > Works with the Sr. Program Manager and Executive Consultant in addressing the client and the project team's requirements as a subject matter expert in the client's industry and/or functional area. > Effectively manages the project team's expert knowledge requests and those of the clients. > Identifies market, financial and performance opportunities for the client. 	<ul style="list-style-type: none"> >Deep knowledge of industry and functional area. >Qualified by education or experience to advise clients in a recognized discipline or field of expertise (e.g. engineer, accountant, Logistics expert, Supply Chain expert, Six Sigma/Lean expert, etc.) >Demonstrates superior communication skills

Sr. Program Manager	15 years	MBA or equivalent experience Education may be substituted by 10 Years of experience demonstrating the required proficiency levels in the responsibility description for this labor category	<ul style="list-style-type: none"> > Has overall responsibility for the success of a given engagement and works with the Executive Consultant and the Project Manager to achieve quality results. > Works with the client on short-term and long-term planning. > Leverages industry and market knowledge to provide advice to clients and to identify opportunities. > Sets up and heads a program management organization > Responsible for program governance, processes, reporting, communications, constituent involvement 	<ul style="list-style-type: none"> >Deep knowledge of industry and of project management techniques/methodologies and tools. >Demonstrates expertise in operations, finance, organizational, market and other areas of the organization. >Demonstrable ability to effectively manage multiple engagements, client relationships and issues resolution. >PMP certification or demonstrated comparable experience with references
Management Consultant	15 years	MBA or equivalent experience Education may be substituted by 10 Years of experience demonstrating the required proficiency levels in the responsibility description for this labor category	<ul style="list-style-type: none"> > Leverages industry and market knowledge to provide advice to clients and to identify opportunities. > Manages data analysis in assessment of strategy, operations, technology and other functional areas. > Anticipates, analyzes and recommends solutions to the customers. > Acts as a liaison between the customer and other members of the team to identify business process and operational processes that require transformation or optimization. > Identifies issues and is responsible for identifying solutions and contingency plans. 	<ul style="list-style-type: none"> >Deep knowledge of industry and best practices. >Demonstrates expertise in strategy, operations, finance, organizational, market and other areas of the organization >Outstanding problem solving and analytical skills > Demonstrates superior communication skills.
Sr. Analyst	15 years	MBA or equivalent experience Education may be substituted by 10 Years of experience demonstrating the required proficiency levels in the responsibility description for this labor category	<ul style="list-style-type: none"> > Establishes framework for new systems and business processes from feasibility studies to post-implementation evaluations to executive surveys. > Develops new data sources, approaches and techniques to be used in the project. > Implements process and productivity improvement. > Implements knowledge transfer and change management processes as guided by the project/engagement manager 	<ul style="list-style-type: none"> >Demonstrated problem solving abilities in a variety of industries and functional areas. >Familiar with process/methodologies and tools for effectively analyzing, summarizing and communicating business problems. >Ability to clearly and effectively communicate both orally and in writing with project team and project management.

RATES

Effective Rates, April 22, 2011.

<u>SIN(s): 520-12 Budgeting, 520-13 Complementary Financial Management Services</u>		
Labor Categories	Hourly Rates	
	On-Site	Off-Site
Executive Consultant	\$219.90	\$207.68
Sr. Management Consultant	\$219.90	\$207.68
Sr. Subject Matter Expert	\$219.90	\$207.68
Sr. Program Manager	\$175.92	\$165.15
Management Consultant	\$175.92	\$165.15
Sr. Analyst	\$175.92	\$165.15